

# PRESS KIT

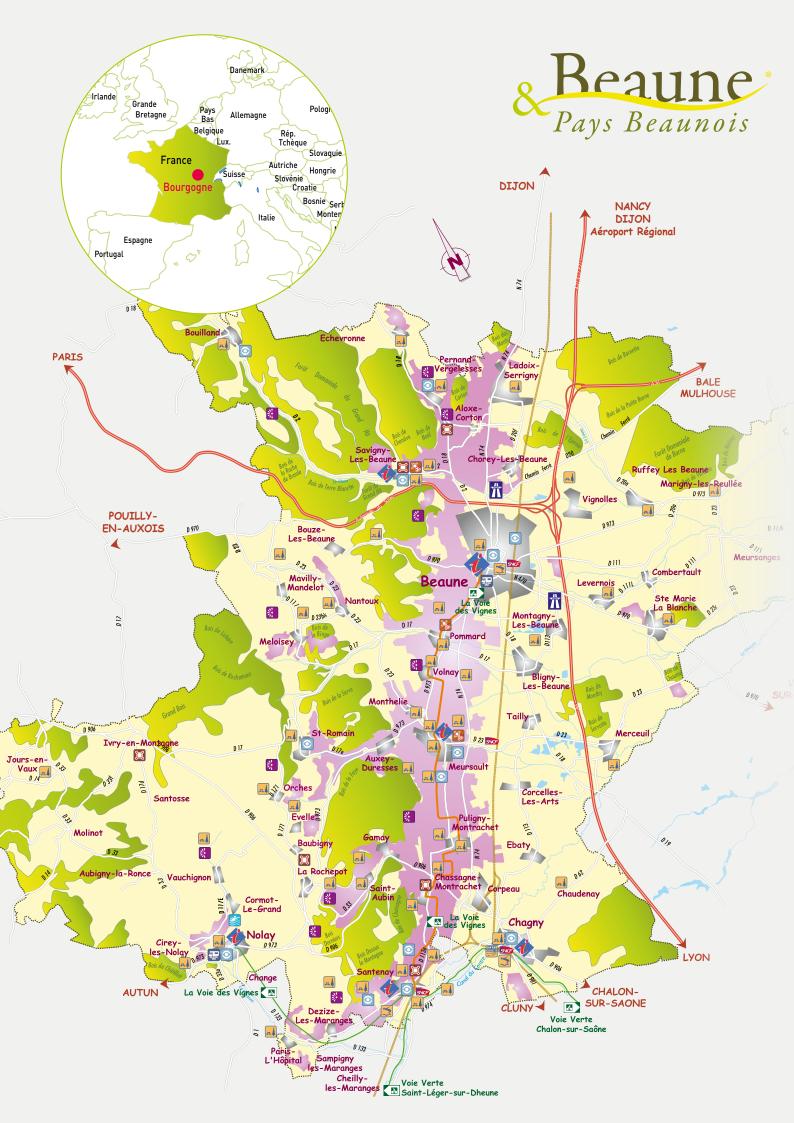


## Beaune & Pays Beaunois UNESCO world heritage



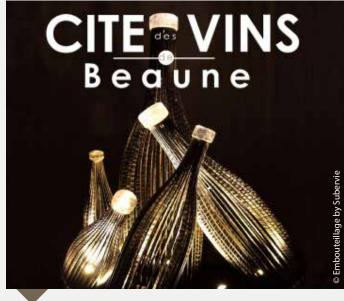






### Contents





## In the heart of Burgundy - PO5

P05 ■ The Legacy of the Dukes of Burgundy

P08 On the Route des Grands Crus... and a little further on

## Under the sign of Bacchus - PIO

P10 Beaune and its vineyards classified as a Unesco World Heritage site

P12 ■ Vineyard experiences from A to Z

P14 ■ In the future: the Wine City in Beaune

## For the love of taste - P15

P15 ■ Gourmet Beaune

P16 ■ Let's eat!

P17 ■ Our markets

P17 ■ Food & wine: the perfect match

## On the Voie des Vignes! - P18

P18 ■ Cycling on the Voie des Vignes

P19 ■ A paradise for hikers

P19 ■ Taking a break at the water's edge

P20 ■ Wellbeing in the heart of the vines

P21 In the future: Vintage Bel Air - a leisure park dedicated to the vintage spirit of the former Route Nationale 6



## Coming to Beaune

### ▲ By car

Beaune and its region are well served by the motorway network with the A6, A31 (towards Dijon, then Lille or Nancy) and A38 (towards Besançon, Basel).

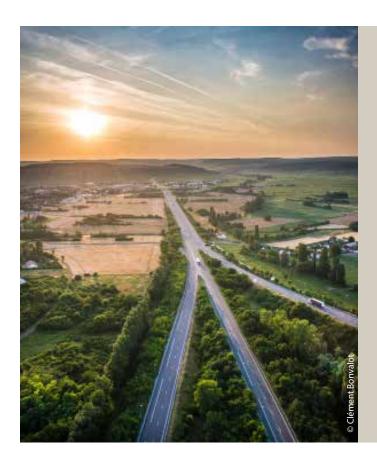
By the A6 motorway: Take exit 24.0 (Savigny-Lès-Beaune / Beaune-Saint-Nicolas) or Exit 24.1 (Beaune-Centre / Beaune-Hospices).

### ■ By train-TGV

- 2 hr 15 from Paris (connection via Dijon)\*
- 1 hr 45\* from Mulhouse
- 1 hr 40\* from Lyon
- \* the fastest journey time based on the SNCF routes available, arriving in Beaune.

Beaune SNCF station:

Avenue du 08 Septembre - 21200 BEAUNE





## Let's stay in contact

The press service of the Beaune & Pays Beaunois Tourist Office is at your disposal for:

- ✓ information on the Beaune & Pays Beaunois destination for the press
- welcoming you to Pays Beaunois as part of a press trip
- providing you with a selection of illustration artwork for your articles on the destination



Françoise BIDOT Email: <u>marketing@beaune-tourisme.fr</u> Tel: ++33 (0)3 80 26 21 35



AnkeFATET
Email: promotion@beaune-tourisme.fr
Tel: ++ 33 (0)3 80 26 21 31

www.beaune-tourism.com



## Beaune in the heart of Burgundy

From the Hospices de Beaune to the châteaux via the vineyard and religious heritage found throughout the wine-growing region, it is primarily history and wine that have shaped the history and landscape of the Beaune region. Let's focus in on the extraordinary richness of an eloquent heritage.



### ■ The Legacy of the Dukes of Burgundy

# The Hôtel Dieu and its famous glazed tile roofs

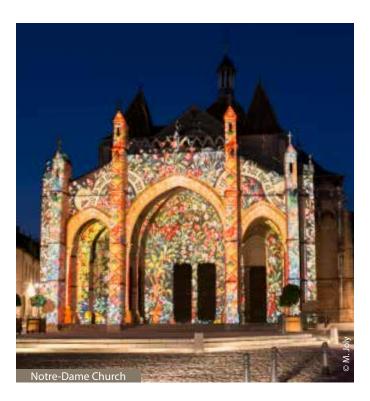
Located in the heart of its prestigious vineyards whose evocative names such as Pommard, Corton-Charlemagne, Romanée-Conti, Meursault, Santenay and many others set wine-lovers' eyes a-glow, Beaune is also a city of Art, whose most famous monument is certainly the <u>Hôtel Dieu</u> (Hospices de Beaune).

This iconic site is one of the most visited in Burgundy (more than 450 000 visitors per year) and hosts a major annual event for Burgundy Wine, the Hospices de Beaune Wine Sales, which takes place every third Sunday in November.

Founded in 1443 by Nicolas Rolin, Chancellor to Duke Philippe le Bon, and his wife Guigone de Salins, the Hôtel-Dieu was conceived as a "palace for the poor", where they could "rest their bodies and souls", welcoming the sick in times of war and famine.



Over the centuries, grateful patients made donations in the form of parcels of vines (the first donation was made in 1457), so that the Hospices de Beaune now owns an estate of about 67 hectares, mainly made up of premiers and grand crus, with some prestigious names: Corton grand cru, Mazis-Chambertin, Chablis...



### The Paths of Light in Beaune

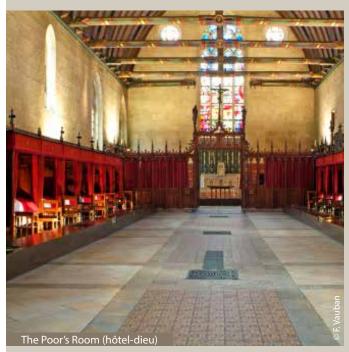
During the evening, visit Beaune in a different way and enjoy the magical paths of light! Light scenes are projected onto seven iconic sites in Beaune (Notre-Dame Collegiate Church, the Hôtel-Dieu, Wine Museum, Saint-Etienne Chapel, the Belfry, Porte Marie de Bourgogne and the Rempart des Dames). Stroll through the typical Burgundy streets of the town centre and enjoy a unique visual experience to discover the history and beauty of Beaune's heritage.

Every evening from June to September.

### DID YOU KNOW?



The room of the poor with its rows of medieval beds in the Hospices de Beaune is well known to many people thanks to the film "La Grande Vadrouille". Gérard Oury's film, shot in 1966, also gave a lead role to Meursault and the Town Hall with its glazed tile roofs, the remains of an ancient fortified château.





### The ramparts

It's difficult to ignore the solid belt of ramparts that surrounds the medieval city with its towers, watchtowers, bastions and ditches which have been transformed into gardens over time. Their construction began in 355, allowing the people of Beaune to protect themselves from barbaric incursions. But it was mainly between the 13<sup>th</sup> and 15<sup>th</sup> centuries, under the Dukes of Burgundy, that the town was fortified by a wall 5 to 8 metres thick and 10 metres high, and endowed with a dozen defensive towers and several access gates.



# The Belfry, known as the Tour de l'Horloge (clock tower)

This Flemish-inspired tower, a symbol of communal freedoms, was built in the 13<sup>th</sup> and 14<sup>th</sup> centuries by the Duke of Burgundy, Philippe le Hardi, who installed a clock in it. The tower, which was to be "visible and heard from the whole city", is endowed with bells, a roof topped with an openwork bell tower and a steeple decorated with a ducal crown.





# The <u>Collegiate Basilica Notre Dame</u> and its tapestries

In the 12<sup>th</sup> century, pilgrims and knights from all over Europe flocked to the streets. The Dukes of Burgundy then built a new church of Cluniac inspiration. Here, the Black Madonna, the treasure of Beaune, is prayed to. Right next door are other remarkable works including the tapestries of the Life of the Virgin, woven on 19 panels.



### The Hôtel des Ducs de Bourgogne

The former "hotel" of the Dukes of Burgundy dates back to the 15<sup>th</sup> and 16<sup>th</sup> centuries. It is a half-timbered building decorated with an octagonal turret, two wooden galleries and a magnificent cellar. Having received the Grand Dukes of the West within its walls, it now houses the Wine Museum.



### ■ On the Route des Grands Crus... and a little further on

The "Route des Grands Crus" - what's that?

The Route des Vins (Wine Route) passes through the most prestigious part of Burgundy's vineyards: 38 picturesque wine villages of the Côte de Nuits and Côte de Beaune, between Dijon and Beaune and on to Santenay, over a length of 60 km. It's a narrow band which stretches on a north-south axis and whose width does not exceed 2 km, and its altitude, 300 to 400 metres. Along this ribbon, monks and lords built several châteaux rich in vineyards and history.

### ■ Château du Clos de Vougeot

Located to the north of Beaune, this château is also part of the built heritage inscribed on UNESCO's lists. A visit to this site plunges you back into the history of Burgundy's viticulture, going back to the time of the Cistercian monks, as evidenced by three impressive medieval wine presses.



### ■ Château de Pommard

Surrounded by its enclosed vineyards, this Regency château welcomes visitors for an exploration of its vineyards and cellars. It is now considered one of the most prestigious wine-growing châteaux of the Côte de Beaune.

## ■ <u>Château de Meursault</u> and <u>Château de Chassagne-Montrachet</u>

Both located on areas where the great white wines of Burgundy are produced, these two great châteaux of the region also open their doors to visitors.

### ALSO CHECK OUT...



### ■ Château de la Crée

For a more intimate visit, choose this former property of the founder of the Hospices de Beaune located in Santenay, to the south of the Côte de Beaune.

### ■ Château de Savigny-les-Beaune

This château hides some unexpected treasures: a museum of motorcycles and old racing cars, along with a collection of fighter planes installed in the gardens of the château...

### Other sites not to be missed?

### ■The village of Meursault

A village rich in religious and hospital heritage including the Léproserie (leper hospital), a magnificently renovated Romanesque building at the entrance to the village, as well as the church of Saint-Nicolas, classified as a Clunisian Site. As you stroll around, discover private mansions, beautiful trading houses and wine producers' houses built with limestone quarried nearby.



■ In the Hautes-Côtes de Beaune, medieval Nolay

Enjoy unexpected landscapes, such as the <u>imposing</u> <u>cliffs of Orches</u>, or stroll through the medieval village of <u>Nolay</u>, which invites visitors to stroll around the lively district around the 14th-century market halls.

### DID YOU KNOW?

to do

Continuing along the Route des Grands Crus, you'll discover the wine villages of the Côte de Beaune with their typical architecture, concealing the secrets of its history great and small. To the north of Beaune, the village of Savigny-les-Beaune welcomes visitors by offering a marked route in 15 stages under the name "Si Savigny m'était conté".



### The village of **Chagny**

At the very end of the Route des Grands Crus, Chagny is a famous destination among gourmets: the famous Maison Lameloise and its chef Eric Pras have no less than 3 stars in the Michelin guide and the centuries-old house is one of the top 20 restaurants in the world. To discover an astonishing heritage where old and modern are in constant dialogue, the Tourist Office has a fun app entitled "The revenge of the Tieule".



## Under the sign of Bacchus



### ■ Beaune and its vineyards classified as a Unesco World Heritage site



In Pays Beaunois, cultural heritage and wine are inextricably linked: on 5 July 2015, UNESCO inscribed the "Climats de Bourgogne" (its traditional winegrowing parcels) on the World Heritage List as a landscape. This inscription constitutes acknowledgment of the unique character of the Côte Viticole (wine slopes) between Dijon and Beaune and as far as Maranges in Santenay. The remarkable landscapes, the unique know-how of the people and the exceptional built heritage recognised by UNESCO are today great treasures for you to discover. On the programme: Beaune the iconic "wine town" - with its preserved historic centre and the Hospices de Beaune, internationally renowned wine villages along the Route des

Grands Crus (Pommard, Meursault, Chassagne-Montrachet...) and landscapes shaped by man, with their enclosures, walls and cabottes\* so typical of Burgundy wine making. And it's all topped off with iconic places, such as Montrachet Hill or Corton Hill, where we find the only Grand Cru appellation to be produced in both red and white, with Corton (red) and Corton Charlemagne (white).



At the same time, small family estates, vineyard châteaux and centuries-old cellars open their doors to help us understand the richness of the appellations and the different terroirs (soils), producing some truly unforgettable experiences.



### Useful to know

"Climat" is a 100% Burgundy word that refers to the vineyard lands. "Climats" are parcels of vines that men have marked out precisely, named and developed over the centuries. The mosaic of parcels of vines which feature on the World Heritage listing includes more than 1247 "Climats", recognised for their unique personality which is as much cultural, through its 1000-year history, as natural, with its soils, sub-soils, exposure to the elements ... allowing the great grape varieties (Pinot Noir for red wines, Chardonnay for white wines) to deliver the best of themselves.

### WORTH NOTING



Published by the BIVB, the guide "On the road to the 'climats' of the vineyards of Burgundy" is a great companion for visitors to the vineyards, listing, by vineyard, details of 346 estates, wineries and cooperative cellars – all committed to a welcome charter – and nearly 100 wine events taking place in Burgundy throughout the year.

# Discover the interpretation center for the Climats, vineyards of Burgundy, UNESCO world heritage site

The visit starts with a panoramic film as an introduction to the history of the Burgundy Climats.

Immerse yourself in an experience of increased reality: the visit around the impressive relief map model of the Burgundy « terroir » with a digital tablet will allow you to discover the history of wine-making.



\*: small dry-stone huts in the vineyards used as sheds or shelters for the winegrowers





### ■ Vineyard experiences from A to Z

### Introduction to the wines of Burgundy

Faced with the complexity of Burgundy's "terroirs", it's not always easy to find your way, whether you're a novice or an avid wine connoisseur. The wine-tourist options on offer in Pays Beaunois take this into account by offering inventive and varied packages to give visitors all the keys they need to understand the fascinating world of Burgundy wines.

As a pioneer and benchmark in the field, the <u>École des</u> <u>Vins de Bourgogne</u> (Burgundy Wine School) offers multiple discovery options, from initiation to classic tasting with an expert to reading the landscape of the vineyards, helping you decode all the secrets of a specific "climat": soil, exposure to the sun, grape variety and so on.

Other organisations also offer introductory tasting courses. At <u>Sensation Vin</u>, located in an attractive shop just a stone's throw from Notre-Dame collegiate church, you'll find yourself standing around a tasting table to learn how to taste wine in a friendly atmosphere.

Draw me the wines of Burgundy

And for those who have always wanted to understand wine, Cristina Otel's <u>Burgundy Wine School</u> offers a unique and fun course with an Ipad and drawings projected onto a screen. At the end of the session, "terroir", "climat", the concept of soil and even the differences between appellations and estates will hold no more secrets for you...

### Fancy getting out and about?

A range of experiences let you get directly out and about in the vineyards: guided walks to learn all about the work that goes on in the vineyards through the changing seasons, Segway bike and horse drawn carriage rides to combine fun and tastings stops.





# Wine festivals in the Pays Beaunois region

There are plenty of festive opportunities to discover the vineyards and wines of the Côte de Beaune. The Pays Beaunois schedule features numerous wine festivals throughout the year:

- <u>Le printemps de Monthelie</u> (springtime in <u>Monthelie</u>): an opportunity for the winegrowers from the village to open their cellars for a weekend.
- <u>Beaune Saveur des Vignes</u> (flavour of the wines): an event that combines the pleasures of hiking with wine tasting at the annual get-together on Ascension Day.
- <u>De Cep en Verre</u> (from grape to glass): an invitation to discover the village of Nolay as well as the appellations and landscapes of the Hautes Côtes de Beaune in August.

## FOCUS +

### De Cep en Verre

Every year, discover the world of vine and wine with family in the heart of the historic centre of <u>Nolay</u>, a typical Burgundy village. During this event, more than thirty exhibitors will be present to discuss their trades and passions with you. The De Cep en Verre celebrations are also a cultural event with plenty of entertainment, featuring concerts and street



performances. As for children, they can take part in young people's activities such as giant wooden games. A family, cultural event, not forgetting that it's a unique opportunity to discover our region and our local producers!

### You will enjoy:

- The presence of artisans and wine growers
- Lots of entertainment for young and old alike!
- · A walking rally organized on Saturday
- The festive atmosphere of a wine event in Burgundy!



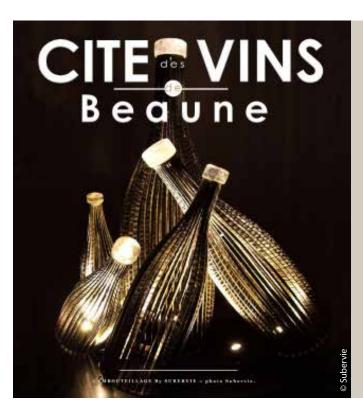
# ■ In the future: Cité des Vins (Wine City) in Beaune – a city dedicated to the wines of Burgundy and its "Climats"

With the arrival of a major project, the new Wine City, the wine capital is looking forward to the future, becoming part of an elite group as Burgundy's "climats" make their way onto Unesco's World Heritage list.

According to Alain Suguenot, Mayor of Beaune, the Cité des Vins will be the "Hôtel-Dieu of the 21st century". Located near Beaune's Palais des Congrès, accessible from motorway exit 24.1 and close to the historic town centre, it will create a "city in its own right". At the heart of the project is an Interpretation Centre for the Climats of Burgundy's Vineyards, as

The corton Hill

well as the creation of temporary restaurants run by award-winning restaurateurs. Deluxe boutiques, hotels and even a training centre are also planned so many great things to add value for visitors to the region.



## 3 For the love of taste

Yes, we Burgundians know a thing or two about the art of dining. How could it be otherwise when the local products are exquisite, our grandmothers made us terrines to die for and our chefs have real talent!



### ■ Our 'terroir': unique products

Wine, yes of course, but that's not all ... beyond its reputation as a dream destination for wine lovers, Pays Beaunois can also delight fine palates and gourmet diners. A stay here is a great opportunity to discover the quintessence of Burgundy by tasting its premier products.

# <u>Edmond Fallot's mustard factory</u>: adding spice to our region

Mustard was a guest of honour at the table of the Dukes of Burgundy, who created its recipe in the Middle Ages. Since then, it's been all around the world, inviting itself into every home, onto your plate, to liven up the dish of the day or in President Barack Obama's hamburger, bringing a "French touch" wherever it goes. In the premises where the brand was born at Fallot in Beaune, the mustard factory offers 2 options: a museographic space with

a fun gourmet programme, as well as a visit to the production site to discover the manufacturing

### Blackcurrant: Burgundy's panacea

Since 1571, blackcurrant has been grown as a table fruit, but also considered a cure-all, its cultivation grew to such an extent that in 1873 the Côte-d'Or was straining under the weight of the fruit, with more than a million blackcurrant plants. The "Noir de Bourgogne" variety's aromatic quality is still unsurpassed. Discover this little red fruit at Nuit Saint Georges where the <u>Vedrenne</u> brand has opened the doors of the <u>Cassissium</u> to immerse visitors into a gustative world with typical Burgundy aromas.

### Burgundy's black gold: truffle

Are you familiar with Burgundy truffle? Located at the "Maison aux Mille Truffes et Champignons" (House of a Thousand Truffles and Mushrooms) at Marey les Fussé, Or des Valois offers a complete immersion in the world of Burgundy's black gold, starting with a demonstration of truffle hunting with the estate's truffle dog, followed by a tasting of products based on black truffle, or an "all-truffle" lunch for real gourmets.

### Crémant de Bourgogne

Equally original and local, the producer of Crémant, <u>Veuve Ambal</u>, welcomes visitors to introduce them to Crémants de Bourgogne, made using the Champagne method. Younger visitors haven't been forgotten: after a journey across the walkways that overlook the production process, the tour ends with a tasting of crémants for adults and nectars and juices for little ones.



### ■ Let's eat!

For those who wish to combine culture and local specialities, the Tourist Office has its "gourmet walk". While wandering through the historic centre of Beaune, the guide takes participants into different



shops and foodsellers (cheese shop, gingerbread house etc), to introduce them to local products while telling historical anecdotes great and small – yours to enjoy without moderation.

A large number of traditional gourmet restaurants, with no fewer than 10 Michelin stars, invite you to dine with them, whether in historic Beaune or in the heart of a wine village. The "star" among the stars is certainly Maison Lameloise in Chagny, where chef Eric Pras makes Burgundy shine with his three stars. In Beaune, the latest star was awarded to chef Christophe Quéant, with Restaurant Le Carmin. Also worth noting is the extraordinary talent of chef Keishi Sugimera, who works behind the stove at Le Bénaton restaurant (1 Michelin macaroon). Originally from Japan, he supports a 100% French culinary art while offering a pure Asian aesthetic in the presentation of his dishes.

For those who would like to get their hands in the mixing bowl themselves, a cooking class is just what they're after. You can even learn under the guidance of the chef: Laurent Peugeot who will meet you in his restaurant Le Charlemagne in Pernand-Vergelesses for a gourmet morning, followed by a meal in the beautiful kitchen, overlooking the vineyard of Corton Hill – what could be better?



### Our Markets

Another way to get to know the culinary specialities of the region is, of course, to visit its markets. Here again, the choice is yours: every Saturday morning, the market in Beaune, one of the biggest and most popular in Burgundy, invites you to discover a multitude of stalls in front of the Hospices, Place de la Halle, and within the market halls, where the markets used to be held in medieval times. Another option: visit Chagny's Sunday market, known for the quality of the products on offer from local producers, some with an organic range.

### **USEFUL TO KNOW**



Chagny market, very popular with the locals, carries the "saveur & savoir-faire de Bourgogne" (Burgundy flavour and know-how) label.





### ■ Food & wine: the perfect match

Several prestigious venues invite you to enjoy this experience, both gustative and convivial, such as the Comte de Senard estate in Aloxe-Corton, the Olivier Leflaive estate in Puligny-Montrachet or Château de Chassagne in Chassagne-Montrachet. Particularly noteworthy: the last-born of the family, La Table de Pauline at Domaine Charles in Nantoux. On the menu: a young and dynamic approach yet nice and simple, offered by Pauline Charles, the daughter of the estate of Charles François et Fils, as well as discovering the appellations and landscapes of the Hautes Côtes de Beaune.

## Bikes and hikes: a great way to see the region!

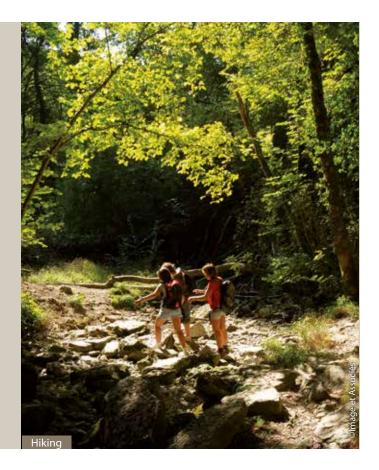
Wind your way through the vineyards by bike, pass through villages with their untouched charm, hike through protected sites: this is what awaits you in Pays Beaunois, and if you prefer the flat: head off along the Canal du Centre to admire its locks and barges.



### ■ Cycling on the Voie des Vignes

Pays Beaunois offers a very attractive range of nature recreation options for active visitors and families. Bike lovers can take the <u>Voie des Vignes</u>, passing through the vineyards and wine villages of Beaune, linking Beaune, Santenay, a UNESCO World Heritage Site, and the medieval village of Nolay in the Hautes Côtes, via Maranges. The village of Santenay is also at the crossroads of the cycle route and the Voie Verte, an old railway transformed into a cycle route. The latter is particularly popular with families as it offers a safe environment - the track isn't shared with motor vehicles - as well as some great views amid picturesque scenery.





### ■ A paradise for hikers

Hikers can find more than 600 km of hiking trails in Pays Beaunois, including 31 marked circuits - from 2 hours to a full day - complemented by the Chemin des Combes et des Crêtes, the Chemin des Grands Crus and the Jean-Marc Boivin Trail. By following these different walks and hikes, you will experience typical and varied settings, from vineyard huts to châteaux, orchids to peregrine falcons, cliffs to the narrow alleyways of the vineyard villages.

Original and inventive options are available to visitors who want to get away from it all and enjoy nature in a different way. You can discover the vineyard by a hot air balloon flight or by a horse drawn carriage ride.

### ■ Taking a break at the water's edge

Those looking for some refreshing, cool water in Pays Beaunois can choose a cruise on the Canal du Centre or an afternoon or full day in <u>Beaune Côté Plage</u>. This innovative pool with its natural filtration offers a relaxing setting and a variety of activities, always with the wine slopes on the horizon. Not far from here, the Etangs d'Or invite you to go fishing, with informative walks to discover the richness of its fauna and protected species.



### **USEFUL TO KNOW**



- Attelage Beaune Passion (horse drawn carriage rides): An unforgettable journey into the heart of the vineyards, following the rhythm of the Franche-Comté draft horses, along with a driver who's passionate about horses and his local area! Everyone's invited! On the programme: prestigious vineyards and villages, a wine tasting led by the winemaker himself in his Pommard cellar and, above all, a head full of great memories to take away with you!
- <u>Air Escargot</u> (balloon rides): Air Escargot offers you the chance to discover the vineyards from a hot air balloon... you will glide along in the wind. On landing, you will receive a certificate of ascension proving that the dream became a reality!



### ■ Wellbeing in the heart of the vines

Pays Beaunois is attracting more and more visitors in search of wellbeing. Seduced by unusual offers such as the fruiti-therapy offered exclusively at the 4-star Château & Spa la Cueillette in the heart of the vineyards in Meursault, or in Beaune with the "Marie de Bourgogne" spa at the 5-star Hôtel Le Cep, offering innovative treatments such as "cryotherapy" (extreme cold treatments). The two establishments, the 4-star Cueillette at Château de Cîteaux and the Spa Marie de Bourgogne at the 5-star Hôtel le Cep (member of "small luxury hotels of the world"), are also affiliated to the prestigious "Spa de France" label. The boutique hotel « Le Clos du Colombier » in Pommard , offers a unique spa experience and moments of pure relaxation, overlooking the prestigious vineyards of the Côte de Beaune. Addresses such as the "Spa Bourgogne vignes & bien-être" institute, one of the first to have brought

together the world of wine and relaxing treatments in the Beaune region, offer packages accessible to all budgets, along with "special mothers & daughters" moments of relaxation, among others: yours to enjoy without moderation!



### PLEASE NOTE



The creation of a new spa centre in Santenay to the south of the Côte de Beaune – back to its source expected by 2020.



### ■ New wine & food experiences

# L'Atelier Flaveurs & Chefs – the French Art of pâtisserie

Located in the heart of Beaune, close to the Hospices, the «Flaveurs & Chefs» school sets out to be a place of learning, sharing and excellence where enthusiasts meet the greatest French pastry chefs. Through its network of pâtissiers, it offers high-quality training that's accessible to individuals, small groups and professionals alike. The Master Classes will be covering different themes and techniques of pastry-making,



### « Terroirs by Adeline »

Adeline qualifies herself as a passionate Artisan Chef, who just loves the marriage of food & wine. She was lucky enough to rub shoulders with some of the best Michelin star Chefs such as Michel Bras, Pierre Gagnaire, Ferran Adria or the Pourcel twins. Over the years, she developed a love and strong foundation for creative cooking, fueled by extensive travel around the world.

Back in Beaune, she launched "Terroirs By Adeline", a new concept based on the creation of unique and exclusive food & wine experiences for passionate, beginners and connoisseurs. On the menu: a wide range of cooking and tasting classes and market tours.